DIGITAL SPECS

DIGITAL PACKAGE SPECS

PACKAGE	AUDIO	BANNERS	FILE SIZE	LOOPING/ANIMATION	REQUIREMENTS	MAX # OF CREATIVES
Entertainment	:15 copy :30 copy	300x600 728x90 300x50 URL	Desktop: 40KB Mobile: 7KB	**DISPLAY:** Limited to 15 seconds. Max video & animation frame rate: 24 fps Max animation loops: 3 times	**Audio**: Produced by KCRW from approved scripts; Audio placements are first-party served but can append a 1x1 impression tracking pixel	**Audio**: 2 per package per placement (pre, mid, post-roll)
Culture	:15 copy :30 copy	970x50 300x600 728x90 300x50 URL				
Music	:15 copy	970x50 300x600 728x90 300x50 URL	Desktop: 40KB Mobile: 7KB	**DISPLAY:** Limited to 15 seconds. Max video & animation frame rate: 24 fps Max animation loops: 3 times	**Display**: GIF, JPEG or PNG files accepted Click through URL limit 450 characters; Must provide 3rd party tags with images hosted on agency/client end in order to make creative swaps/rotate creatives	**Display**: Multiple if serving 3rd party tags - see Requirements**
Live & News Stream	:15 copy	728x90 300x50 URL	Desktop: 40KB Mobile: 7KB	N/A		
Left, Right and Center	:15 copy :30 copy	N/A	N/A	N/A		

KCRW

CUSTOM DIGITAL & NEWSLETTER SPECS

PLACEMENT	ASSET	FILE SIZE	LOOPING/ ANIMATION	REQUIREMENTS	MAX # OF CREATIVES
NEWSLETTER BANNER TAKEOVER	Banners: 600x100, 600x74	40KB	Limited to 15 seconds. Max animation frame rate: 24 fps Max animation loops: 3 times	GIF, JPEG, PNG (preferred) Click through URL limit: 450 characters; No audio or video	1 per ad unit per newsletter
NEWSLETTER SPONSORED POST	1200x676 lead image + CTURL Subject line copy (8 word limit) Body copy (125 word / 3 paragraph maximum; 75 word minimum) CTA button copy (2 word minimum)	No max file size for image	N/A	PNG preferred (JPEG also accepted) For image the minimum width is 600 pixels; minimum height is 338 pixels.	1 image per post
DEDICATED EMAIL	1200x676 lead image + CTURL Subject line copy (8 word limit) Body copy (200 word maximum; 75 word minimum) Preview text copy (20 word maximum) CTA button + copy (2 word limit), CTURL & optional Hex code Logo + CTURL	No max file size for image	N/A	PNG preferred (JPEG also accepted) For image the minimum width is 600 pixels; minimum height is 338 pixels.	1 image per email
SPONSORED CONTENT TILE + BANNER TAKEOVER Homepage / Music Hub Page	Sponsored Content Tile: 8-word limit for headline Banners: 970x250 (HP only), 300x600, 728x90, 300x50, 300x250 (HP only)	Desktop banners: 40KB Mobile banners: 7KB	N/A	The 1460x817 lead image for landing page will be used as the homepage and/or music hub tile image	1 per package
SPONSORED CONTENT PAGE	1460x817 lead image (no text) Up to 3 text paragraphs Max 150 words each paragraph Up to 3 images or videos Banners: 300x600, 728x90, 300x50	Desktop banners: 40KB Mobile banners: 7KB No max file size for in-body images	N/A	For in-body images the minimum width is 1460 pixels; no minimum height. For video, YouTube hosted video preferred; HiDef h.264 encoded MP4 file is also accepted. URL for "Sponsor Name" in header	1 per package